

DOCKET FILE COPY ORIGINAL

March 10, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

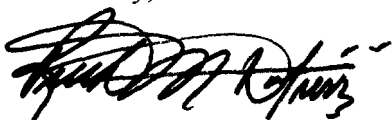
I am writing on behalf of the National PTA and the Georgia PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip bank broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
Office of the Secretary  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97 - 34**

I am writing on behalf of the National PTA and the Mason Elementary PTA in Canton, Ohio to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. We as parents do not want the TV industry to interpret what is best for our children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction and nudity) and L(for language);

That the FCC require a V-chip brand broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Melissa & David Rose*

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March 10, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W. Room 222  
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Denton Avenue PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 19, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to demonstrate whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for special depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Mrs. Elaine Greenberg  
217 North Street

Manhasset Hills, NY 11040

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2502 Lakeridge Shores Circle  
Reno, NV 89509  
March 13, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Re: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and FCC Commissioners:

I am writing on behalf of the National PTA, the Caughlin Ranch Elementary School PTA, and myself.

I think that any TV Rating system implemented by the Federal Communications Commission should be simple and descriptive; that is it should be content-based. I think the age based system proposed by the Motion Picture Picture Association of America (MPAA) is confusing and unclear. As a parent I know best what my children can handle and what things I am willing to have them exposed to. An age-based system will not give me the tools I need to make these decisions.

I am also president of our local Caughlin Ranch Elementary School PTA. I know that parents generally care about what their children watch on TV, but that our lives are very pressed for time. TV is used much more than it should be and if the ratings system is too complicated parents won't be bothered. On the other hand, a content based ratings system that is clear and simple will increase the possibility that parents will be involved in helping their children choose appropriate viewing material.

Please accept only a rating system that includes content information such as V (for violence), S (for sexuality and or nudity) and L (for language). I also believe that the rating board should be independent of the film industry and its advertisers, and should include parents.

Thank you for your consideration of this matter.

Sincerely,

*Rebecca M. Sanders*

Rebecca M. Sanders  
Reno, Nevada

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Granite Wasatch council to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

-That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for Language);

-That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

-That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

-That the rating board be independent of the industry and the FCC and that it include parents; and

-That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Cynthia Olson  
PTA President- Mill Creek Elementary  
Salt Lake City, Utah

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# Northshore PTA Council



18315 Bothell Way NE • Bothell, WA 98011 • (206) 489-6491

March 10, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communication Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34  
Northshore PTA Council is joining forces with the National PTA to voice our opposition to the v-chip rating systems presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The current rating proposal doesn't provide parents and other caregiving adults with enough information to allow us to make appropriate choices for our children. At this point, we're not even sure the industry understands the system it has devised.

Commercial broadcasters have a poor history of meeting the needs of our children as evidenced by the many comments of concern the FCC listed in Report No. DC 95-49 "Commission Proposes More Specific Rules To Improve Children's TV" on the industry's compliance with the CTA requirements.

Broadcasters have the ability to use public airwaves. As a part of that public, we are requesting the FCC to allow us to be a partner in the development of a rating system. We agree wholeheartedly with Congress that "our children are this nation's most valuable resource, and we need to pay special attention to their needs." As documented by surveys this fall, parents want a rating system that includes content information. Parents also need to be included as members of the rating board. A period of review should be established to make sure that the new system developed meets the needs of parents.

We as parents accept our role and responsibility of raising our children. We are asking the FCC to accept it's role and responsibility to make sure that broadcasters conform to the requirements of the Telecommunications Act of 1996.

As we are all learning the role and impact that TV has in our lives, we do appreciate the role the FCC is playing in trying to help us all form a partnership to become better consumers. Thank you for allowing us to comment on behalf of our children.

Sincerely,

*Sue Kenney*

*Rhonda McKim*

Sue Kenney & Rhonda McKim, Chairs TV: Be Smart, Watch Smart

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Erika Petersen  
13905 Woodward  
Overland Park, Ks. 66223  
10 March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M kStreet N.W. Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA , our local PTA, and myself as a parent, to voice my opposition to the V-Chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The Rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents want to make the choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

Include content information about programs such as V for violence, S for sexual depiction ,L for language.

Require a V-chip band broad enough that would allow parents to receive more than one rating system.

Use a larger rating icon on the TV and have it appear more frequently.

Have an independent rating board which includes parents.

After approval of the rating system by the FCC have an independent research firm determine if it meets the needs of parents.

Thank you for this opportunity. This issue is so important for our families and young; who also have the right not to have their minds influenced in ways they cannot fully comprehend, and are not ready for.

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*Sincerely,*  
*Erika Petersen*

Robert & Sandra Rubec  
223 E. Neuman Ave  
Arcadia Ca 91006

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March 14, 1997

Chairman Reed Hundt and FCC Commissioners  
% Federal Communications Commission  
1919 M Street N.W. Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners

Re: CS Docket No. 97-55, FCC 97 34

We are writing on behalf of Foothills Middle School PTA, to express our opinion about the V-Chip rating system.

Parents need more information as to the content of programs, so that we may make appropriate choices for our families.  
Thank you for considering our children.

Sincerely,

Robert & Sandra Rubec



Mr. Reed Hundt and the FCC Commission  
Office of the Secretary  
1919 M Street NW, Room 222  
Washington, DC 20554

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Dear Mr. Hundt,

I am writing you in reference to Docket # CS Docket #97-55 FCC 97-34.

As parent and member of the Thomas Middle PTA and President of the Arlington Heights Council of PTAs, I am writing you with my personal concerns regarding not only the content of the programs shown on television, but also the rating system proposed by the Television Ratings Implementation Group.

As a person in my early 40's, I grew up watching television. Watching TV was often a family activity. We laughed, cried and learned from programs shown on TV. As my own children grew, they watched the typical "Sesame Street", "Mr. Rogers", cartoons, re-runs of "Lassie" and "Little House on the Prairie" and a variety of sporting events. Now that they are teenagers I am embarrassed to watch and listen to the programs I see them watching. Programs shown before nine o'clock in the evening contain more profanity, sex, suggestive situations and pointless humor than I can stand! Many of the situations portrayed in these programs are unrealistic and teach negative behaviors. With all the problems and temptations that children must face each day, why must television further encourage negative behaviors, explicit sexual situations, disrespect and unnecessary violence? As far as I am concerned the fewer programs they watch the better.

With regards to the proposed rating system. I think the age-based rating system should be replaced by a rating system that rates programs based on violence, sexual content and nudity, and adult language. It is my responsibility as a parent to determine what is best for my child according to his age and maturity, not that of the FCC. The level of intensity of each of these areas should be part of the rating system. i.e. "occasional, frequent or widespread" I also feel that parents should be part of the committee that determines this rating system and that the rating icon be larger and shown more frequently during programming.

In order for this new rating system to truly benefit children and youth and for parents to make wise choices on TV viewing, I strongly encourage the FCC to make the rating system content-based not age-based.

Sincerely,



Cathy Robertson  
1610 N. Haddow Ave.  
Arlington Heights, IL 60004-3918

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March 11, 1997

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street NW., Room 222  
Washington, DC 20554

RE: CS Docket No. 97-55, FCC 97-34

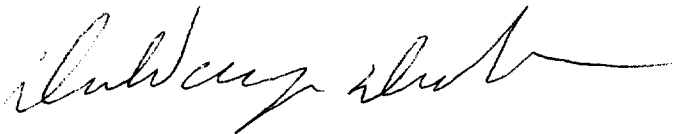
Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the John Nowlin PTA in Blue Springs Missouri to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriated TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

- The FCC, by law is required to determine whether the industry's rating system has met statutory requirements of the Telecommunication Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:
- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), s (for sexual depiction's and nudity) and l (for language);
- That the FCC require a V-chip band broad enough that would allow parent to receive more than on rating system;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



DeWayne Duhon  
1608 Ashland Place  
Blue Springs, MO 64015

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**OLIVE BRANCH INTERMEDIATE SCHOOL  
PARENT TEACHER ASSOCIATION  
8631 PIGEON ROOST ROAD  
OLIVE BRANCH, MS 38654**

**March 11, 1997**

**Mr. Reed Hundt  
Federal Communications Commission  
1919 M Street NW, Room 222  
Washington, DC 20554**

**Dear Sir:**

**RE: CS Docket No. 97-55, FCC 97-34**

**The Olive Branch Intermediate School Parent Teacher Association (1005 members) wants you to know that we are in opposition to the v-chip rating system as presented by the TV Rating Implementation Group on January 17, 1997. We are glad that the much needed rating system is finally being developed to help parents but it does not provide sufficient content information so we as parents can make appropriate decisions about TV viewing by our children.**

**We suggest that the icon be larger and appear more frequently during the course of the program and include information about programs such as V (for violence); S (for sexual depiction and nudity) and L (for bad language). That the rating board be independent of the industry and the FCC and that it include parents and be evaluated by independent research to determine if it meets the needs of parents.**

**Thank you for looking into this matter which is so important to the children and families of America. Feel free to call me at (601) 895-6383.**

**Sincerely,**

**Olive Branch Intermediate School PTA**



**Yvonne Steadman,  
PTA President**

**cc: National PTA, MS PTA**

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the Freeport School (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name  
Town, State

*Ann E. Hordman*  
210 Sylvan St  
Freeport, ME 07070

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*in the interest  
of time -  
the above letter  
clearly states my  
view  
PLEASE reconsider the  
rating system*

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Westdale PTA, Inc. to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for children. Parents want to make those choices themselves based on content information about the program. A rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Connie Zawisza  
Lynette Hershberg, M.*

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March 12, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W. Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners,

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Briggs Middle School PTSA to express our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen is an opinion of industry personnel, and offers parents no guidance in making a responsible decision about which programs are appropriate for their children's viewing based upon family values and their children's level of maturity. Recently conducted surveys indicate that parents overwhelmingly prefer a rating system that gives them information about any given program and upon which they can make their own informed decision. Parents do not want the TV industry to determine what is best for their children. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV listings is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirement of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That the FCC not approve the industry's rating system;
- \* That the FCC only accept a rating system that includes content information about programs, such as "V" for violence, "S" for sexual content, and "L" for language;
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be large and prominently and frequently displayed during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Gail Nelson*

Gail Nelson  
Springfield, Oregon

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Chairman Reed Hundt and FCC Commissioners  
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1919 M Street N.W., Room 222  
Washington, DC 20554

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RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and California State PTA to express my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does provide adequate content information so that parents can make wise decisions about what is appropriate TV programming for our children.

According to major surveys released this fall, parents overwhelmingly prefer a rating system that gives us information about the content of programs. Parents do not want the TV industry to interpret what is best for our children--parents want to make those choices ourselves based on content information about the program.

The FCC is required, by law to determine whether the industry's rating system has met legal requirements of the Telecommunications Act of 1996. I do not believe this present system does so, and I ask that the FCC not approve the industry rating system. Instead, I request the following:

- +That under no circumstances should the FCC approve the industry's rating system. Also, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- +That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- +That the rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents;
- +That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- +That the rating board be independent of the industry and the FCC and that it include parents.

Thank- you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Mrs. Wendy Levin/ 26396 Lombardy Rd., Mission Viejo, CA. 92692

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Dear Chairman Hundt and Commissioners:

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The FCC, by law, is required to demonstrate whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for special depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Roni Graft Nelson  
36 Allen St NHP NY 11046  
516 829 6444

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March 13, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N. W., Room 222  
Washington, D.C. 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

We are writing on behalf of the National PTA and the de Portola Elementary School PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997.

We feel the rating symbol on the TV screen does not provide enough information so that we parents can make decisions regarding appropriate TV programming for our children. We do not want the TV industry to interpret what is best for our children, we want to make these choices for ourselves based on content information about the programs. We feel that a rating system without content descriptions on the screen is useless.

The FCC, by law is required to determine whether the industry's rating system has met statutory requirements of the Telecommunication Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead we request the following:

- \*The FCC not approve the industry's rating system and accept no rating system that does not include content information about programs such as violence, sexual content and nudity and language;
- \*That the rating board be independent of the industry and the FCC and that it include parents;
- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Your consideration of the above request is appreciated on an issue so important to our family and children.

Sincerely,

Charles & Patricia Nickerson  
26291 Lily Glen  
Lake Forest, CA 92630

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March 10, 1997

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Georgia PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip bank broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely, John Weidner +

John Weidner

770-977-7123

1860 Kerry Creek Dr  
Marietta, GA 30066

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March 10, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W. Room 222  
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Denton Avenue PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 19, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to demonstrate whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for special depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*James M. Wachtel*  
76 Knolls Dr. N.  
Manhasset Hills, N.Y.  
11040

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March 10, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W. Room 222  
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Denton Avenue PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 19, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for special depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Killian Donnell*

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March 10, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W. Room 222  
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

**RE:CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Denton Avenue PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 19, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to demonstrate whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for special depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

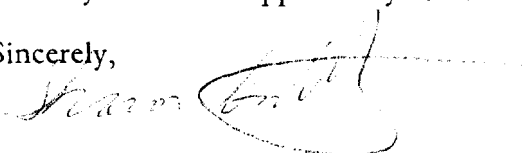
That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



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March 10, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W. Room 222  
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE:CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Denton Avenue PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 19, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to demonstrate whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for special depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Pauline Feinstenberg  
203 Birch Drive  
Manhasset Hills, NY  
11040

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March 11, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing as a parent and a PTA member to oppose the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol he suggests does not provide me with enough information to make a decision about whether or not a program is appropriate for my son to watch. I need to know more about the content in order to make an informed decision. I have experienced the movie industry's attempt at ratings and am frequently disappointed in the things my son is exposed to based on this system. I no longer have faith in that system and am now forced to: 1. See the movie myself, first, before deciding if it is appropriate for my eight year old or 2. Tell him to forget about seeing the movie because I'm not sure of the content. I do not wish to be faced with this same problem in my home.

Thank you for this opportunity to comment on an issue so important to my family.

Sincerely,



Carole Stucki  
Palm Harbor, FL 34685

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**DEBRA DIXON**  
3314 W. WESCOTT DRIVE  
PHOENIX, AZ 85027  
Home Phone 780-1710

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March 10, 1997

Chairman Reed Hundt and FCC Commissioner  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20544

**RE: CS Docket no. 97-55, FCC 97-34**

Dear Chairman Hundt and Commissioners:

I am writing as a concerned parent and as a member of the PTA. I am dissatisfied with the rating symbol that has been presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997. The rating symbol that appears on the TV screen at the beginning of a television program only comes on at the very beginning and for a very short time. It also does not give me enough information on the show's content. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
  - That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
  - That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
  - That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Debra Dixon  
PTA President  
Park Meadows Elementary School  
Phoenix, AZ 85027

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March 10, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street NW, Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

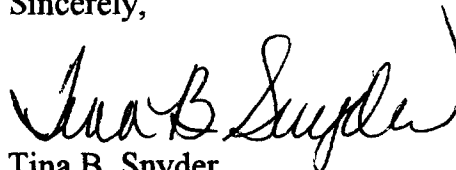
I am writing on behalf of the National PTA and the Waggener Traditional High School PTSA, Louisville, Kentucky, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parent information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be make larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and,
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Tina B. Snyder  
3919 Grandview Avenue  
Louisville, Kentucky

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